



# ***MEDIA RELEASE***

## **SBA SOUTH CAROLINA DISTRICT OFFICE**

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### **Host and Producer of S.C. Business Review on ETV Radio Is 2008 SBA Small Business Journalist of the Year for Both State and Region**

**COLUMBIA, S.C.** – Michael A. Switzer, host and producer of the South Carolina Business Review show that airs every weekday morning on ETV Radio, is the 2008 Small Business Administration (SBA) Small Business Journalist of the Year for both South Carolina and the southeast region. Switzer was nominated by J.M. “Mickey” Conway, manager of the Upper Savannah Area Small Business Development Center, a resource partner of the SBA.

South Carolina Business Review promotes awareness of small business issues, including financial management and healthcare. The show regularly features interviews with certified financial planners, government agencies and non-profit organizations committed to small business, and successful small business owners who have received assistance from SCORE, another SBA resource partner that provides free business mentoring. South Carolina Business Review, which has been on air since 1990, consistently receives the highest ratings of all quarter-hour programs on SCETV Radio’s weekday schedule.

“The challenges and obstacles that small businesses face are myriad and seemingly endless, causing failure rates to be generally high. Practical and useful information about the topics on Mr. Switzer’s program fosters long-term sustainability of small businesses,” said Conway.

In addition to his job with the radio show, Switzer owned the Baskin Robbins franchise on Forest Drive in Columbia from 1994-2007, and he recently received a patent for a portable ice cream sink that he invented.

This is Switzer’s third time as South Carolina’s Small Business Journalist of the Year and second time as regional Small Business Journalist of the Year.

*Michael Switzer will be honored at the SBA South Carolina District Office’s small business awards ceremony, part of the Salute to Small Business on Tuesday, April 1, at the Columbia Metropolitan Convention Center.*

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